

DTV Consumer Education Quarterly Report

First Quarter 2009 (covering January-March)

MB Docket No. 07-148

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Bluegrass Wireless, LLC d/b/a Bluegrass Cellular ("Bluegrass Cellular") is a 700 MHz Lower Band licensee that, along with its affiliates, provides common carrier wireless telecommunications services. As an eligible telecommunications carrier, Bluegrass Cellular conducts consumer education outreach concerning the transition from analog broadcast television service to digital broadcast television (DTV).

Lifeline/Link-Up customers have been notified monthly that after February 17, 2009, and now after June 12, 2009, full-power analog programming will end, and analog-only televisions may be unable to display full-power television programming unless the viewer takes action. Customers are notified that a television receiver with only an analog broadcast tuner will require a converter box to receive full power over-the-air broadcasts with an antenna because of the Nation's transition to digital broadcasting, and that information about the DTV transition is available from [www.DTV.gov](http://www.DTV.gov), and from [www.dtv2009.gov](http://www.dtv2009.gov) or 1-888-CALL-FCC (TTY 1-888-TELL-FCC) and 1-888-DTV-2009 (TTY 1-877-530-2634) for information about subsidized coupons for digital-to-analog converter boxes.

DTV education information is also included in Lifeline/Link-Up publicity campaigns, and Bluegrass Cellular personnel field calls about the DTV transition. A link to the FCC's Consumer Facts Troubleshooting Guide is posted on Bluegrass Cellular's website and is printed on billing invoices, and the factsheet is made available in retail outlets. Bluegrass Cellular will continue to provide consumers with information about the DTV transition through June 2009.



**BLUEGRASS  
CELLULAR**

Where Wireless Works.

PO Box 5012 Elizabethtown, KY 42702-5004

Address Service Requested

☐ Check here for change of address or payment method (see reverse for details)

### Invoice Information

Invoice Date: 03/14/09  
Account Number: 200  
Phone Number: 270-2  
Past Due Date: 04/13/09  
Total Amount Due: \$2.54  
Amount Enclosed: \$

Please put your account number on your check and make payable to:  
BLUEGRASS CELLULAR

BLUEGRASS CELLULAR  
PO BOX 5008  
ELIZABETHTOWN, KY 42702-5008

ELIZABETHTOWN, KY 42701

Please detach and return above portion with your payment

### Invoice Information

Invoice Date: 03/14/09  
Account Number: 20000000  
Phone Number: 270-2  
Past Due Date: 04/13/09  
Total Due: \$2.54

### Summary of Charges

Previous Balance:	12.15
02/28/09 EPAY-CRCARD Payment	20.00
Total Payments Received	
Through 03/14/09:	20.00 CR
Balance Forward:	7.85 CR
Total Monthly Charges:	6.52
State Taxes:	2.58
Local Taxes:	1.29
Total Current Charges:	10.39
Total Amount Due by 04/13/09:	2.54

### Important Messages

#### Important Information Regarding Analog TV

As an Eligible Telecommunications Carrier (ETC), we would like to notify you that on June 12th, 2009, full-power analog programming will end, and analog-only televisions may be unable to display full-power broadcast programming unless the viewer takes action. At that time, a television receiver with only an analog broadcast tuner will require a converter box to receive over-the-air broadcasts with an antenna because of the Nation's transition to digital broadcasting. Analog-only TVs should continue to work as before to receive low power, Class A or translator television stations and with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products. Information about the DTV transition is available by going to [www.DTV.gov](http://www.DTV.gov). Information about the converter box program and subsidized coupons for digital-to-analog converter boxes is available by going to [www.dtv2009.gov](http://www.dtv2009.gov) or by calling (888) DTV-2009.

For a downloadable factsheet and troubleshooting guide, visit <http://www.dtv.gov/publications.html>.



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CELLULAR**

Where Wireless Works.

Print at: Friday, March 27, 2009 5:20:32 PM

Host: ACCOUNTING-6

User: slope

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http://www.bluegrasscellular.com/network/2009\_dtv\_transition\_are\_you\_ready

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## 2009 DTV Transition

As an Eligible Telecommunications Carrier (ETC), we would like to notify you that on June 12, 2009, full-power analog programming will end, and analog-only televisions may be unable to display full-power broadcast programming unless the viewer takes action. The nationwide switch to digital television broadcasting will be complete on June 12, 2009, but your local television stations may switch sooner. After the switch, analog-only televisions that receive TV programming through an antenna will need a converter box in order to receive over-the-air TV. Watch your local stations to find out when they will turn off their analog signal and switch to digital-only broadcasting. Analog-only TVs should continue to work as before to receive low power, Class A or translator television stations and with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products.

Information about the converter box program and government subsidized coupons for digital-to-analog converter boxes is available by going to [www.dtv2009.gov](http://www.dtv2009.gov), or by calling 888-DTV-2009. For a downloadable factsheet and troubleshooting guide, visit [www.dtv.gov/publications.html](http://www.dtv.gov/publications.html). You may also contact your local television station for information regarding the transition.

The date has been extended from February 12, 2009 to June 12, 2009.

Intel Work

GO! myIntel

CONTACT US

HOT PHONES

HOT PLANS

SIGN UP

Done

Internet

### **Need phone service?**

#### **Wireless Service is now available from Bluegrass Cellular**

Under the federal and state Lifeline and Link-Up program, eligible low-income consumers can receive up to \$13.50 monthly credit with a \$17.50 one-time activation fee for wireless service. You may be eligible if you participate in one of the following programs:

- Medicaid
- Food Stamps
- Supplemental security income
- Federal Public Housing Assistance
- Temporary Assistance To Needy Families (TANF)
- National School Lunch's Free Lunch Program (NSL)
- Low Income Home Energy Assistance Program (LIHEAP)
- And you have paid any outstanding balance for telephone services provided to you or any member of your household at your current address.

With the Lifeline & Link-Up benefit, you could receive quality wireless service from Bluegrass Cellular for as little as \$6.50 per month, with a one-time activation fee of only \$17.50\*! If you have proof of participation in any of the above programs, visit your nearest Bluegrass Cellular Customer Care Center to sign up for service. If you need to provide proof of participation, visit your local Community Action office or Cabinet for Health & Family Services to obtain a Certification form for Lifeline/Link-Up, or other certified proof of participation. Bring in the completed form to any local Bluegrass Cellular Customer Care Center for an associate to assist you with service activation.

\*Restrictions and regulations apply. For the Bluegrass Cellular Customer Care Center nearest you, call 1-800-928-2355 or consult your local area telephone directory.

### **DTV is coming in 2009**

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